



GAVIN NEWSOM
GOVERNOR

STATE OF CALIFORNIA
GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT (GO-Biz)

POSITION DUTY STATEMENT

Classification Title Supervisor I	Unit Office of Regional Economic Development Initiatives	Name Vacant
Working Title Statewide Industry Engagement Manager	Position Number 373-101-4800-016	Effective Date TBD

GENERAL STATEMENT:

The Statewide Industry Engagement Manager facilitates highly complex and sensitive industry engagement activities and executes support for strategic business-focused events under the general supervision of the Associate Deputy Director for Industry Engagement and Development at the Governor's Office of Business and Economic Development (GO-Biz). This position requires close engagement with key stakeholders and understanding of market dynamics in key sectors in California. This position includes particular focus on pilot sectors identified in the California Jobs First Blueprint – Space, Life Sciences, Agtech, and Semiconductors – however engagement may be broadened to include any leading industries for employment in California. This position manages two Analyst IIs, who will oversee administrative efforts related to Pilot Sector Working Groups and event management. This position may include approximately 25% travel. This position works independently and in conjunction with broader GO-Biz team to perform the following duties:

ESSENTIAL FUNCTIONS:

30%	Manage the development and coordination of priority industry engagement teams in coordination with other GO-Biz units and other State agencies. Duties include but are not limited to: • Engage with industry liaisons and local/regional industry partners to understand unique sector dynamics and bottlenecks to job creation. Assess site development & infrastructure, workforce & training, research & innovation, supply chain, international trade & development, and operational improvements & access to capital in each of the priority industries. • Maintain engagement with large and small employers, local economic developers, workforce partners, industry associations, research institutions, State regulators, and infrastructure partners. Map unique dynamics and key players by industry to drive collaboration across stakeholders. Document perspectives and challenges faced by different types of organizations involved in key sectors. • Work collaboratively with GO-Biz and interagency staff to drive solutions to challenges faced by industry. These could include regulatory efficiency, permitting
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	timelines, talent pipeline, incentive alignment. Act as ombudsperson to drives solutions and responses for industry. • Regularly advise GO-Biz leadership on challenging dynamics in priority sectors. Develop and maintain expertise on driving forces behind industry challenges. Ensure the State speaks with one voice when communicating to industry about how their sector is supported across State agencies. • Track and monitor changes or trends in federal policy as it relates to leading industries in California. • Support execution of working groups for each of the four pilot sectors identified in the California Jobs First Economic Blueprint. Facilitate monthly and quarterly convenings with industry engagement teams. Manage Sector Coordinators, who will oversee administration of said convenings.
25%	Represent the State at leading industry convenings, with the goal of engaging with employers and showcasing State support. Duties include but are not limited to: • Attend regional and statewide priority industry events with associations and regional partners on behalf of GO-Biz. At such events, share digestible and actionable information regarding how the State supports industry, and gather input and insight from attendees. • Coordinate priority industry events in partnership with relevant state and federal agency partners. Oversee all logistics related to said events, including budget, marketing materials, graphic design, delegation recruitment, etc. • Assess events that may have value to the State and make recommendations to leadership regarding the scope of GO-Biz's involvement and immediate next steps. Maintain understanding of leading global events in priority sectors, and the engagement levels of key partners. • Serve as subject matter expert in high-level meetings with industry. Lead in the creation of briefing materials and other preparatory information for principals attending such events.
20%	Support the creation of industry strategies for each pilot sector identified in the California Jobs First Blueprint. • Gather and incorporate input on opportunities and challenges by sector. Engage with employers, industry associations, State agencies, and in-market partners across the state. • Consider concrete actions that GO-Biz can reasonably take in the near and medium term to support job creation in each pilot sector. • Coordinate review of strategies by GO-Biz leadership and other stakeholders to ensure alignment with broader office and State priorities. • Ensure that strategies align with requirements stated under AB940. Ensure the utility of industry strategies in communicating GO-Biz's actions to support job creation. Consider where and how strategies will be shared with a broader audience to showcase the State's work in key industries.
15%	Create, maintain, and promote data resources and marketing materials that showcase the State's leadership in key industries. Duties include but are not limited to: • Ensure that latest industry data and professional quality marketing materials are available to all GO-Biz staff. Update materials regularly based on new reporting and latest market dynamics. • Provide briefing support to GO-Biz leadership and other State principals regarding California's leading industry clusters, employment trends, investment data, and distribution statewide. • Cite all data to ensure accuracy and transparency.

	• Communicate industry data via branded marketing materials. Ensure cohesive branding and clarity in all materials, including presentations, graphics, flyers, booths, etc. • Maintain library of marketing collateral, which can be easily updated and customized based on the unique presentation or event needs. • Assess optimal data points and types of collateral to best represent GO-Biz and the State's leadership in key industries. • Supervise Analyst IIs in the ongoing maintenance and data analysis required for these efforts.
10%	Ensure all work is documented in appropriate business software. Create processes for documentation, and communicate them across the team. Duties include but are not limited to: • Create procedures for documenting conversations with industry and other partners in CRM, to ensure contacts and insights are shareable across GO-Biz. Draft standard operating procedures on how the unit uses CRM. • Leverage all available tools – Sharepoint, OneNote, CRM, briefing memos, etc. – to find the optimal method for documenting interactions and insights and communicating them going forward. • Ensure that after action reports are created and shared after every externally facing event. • Maintain records of all efforts to address challenges communicated by industry. Document outcomes of those efforts and any next steps required.
MARGINAL FUNCTIONS:	
5%	Other duties as assigned

SUPERVISION EXERCISED

This position will two Analyst IIs who will coordinate working groups under California Jobs First.

SUPERVISION RECEIVED

This position receives general direction from the Associate Deputy Director for Industry Engagement.

PUBLIC AND INTERNAL CONTACTS

During the course of work, the incumbent has regular and frequent contact with federal, state, and local governmental agencies, elected and appointed officials, members of the public, and representatives of stakeholder groups. These contacts require a high degree of sensitivity and awareness of the functions and interrelations of various organizations.

INITIATIVE AND INDEPENDENCE OF ACTION

This position requires a high degree of administrative, technical and management capability over extremely sensitive economic development projects. The incumbent is relied upon to develop and ensure the completion of assignments and delegates work in complex situations with or without direct supervision. The ability to set and manage priorities, develop policy for all programs and ensure completion of work is required. This position also requires a high level of problem-solving, technical skill, perceptive judgment, independence of action and accurate assessment of intricate situations.

CONSEQUENCE OF ERROR

Significant error, poor judgment, and lack of professionalism could result in the loss of economic growth and job creation in California.

CERTIFICATION

This position statement fairly represents the responsibilities and reporting relationship of the position. If any aspect of this statement is substantially changed, a new statement will be prepared and submitted to the Human Resources Office.

I have read and understand the duties listed above and can perform them either with or without reasonable accommodation. Reasonable accommodation needs should be discussed with your hiring supervisor. If you are unsure whether you require reasonable accommodation, please inform your supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.

EMPLOYEE'S ACKNOWLEDGEMENT: I HAVE DISCUSSED WITH MY SUPERVISOR THE DUTIES OF THIS POSITION AND HAVE RECEIVED A COPY OF THE DUTY STATEMENT

The statements contained in this duty statement reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absence of relief, to equalize peak work periods or otherwise balance the workload.

Employee Name (Printed)	Employee Signature	Date
<i>Statewide Industry Engagement Manager</i>		

SUPERVISOR'S ACKNOWLEDGEMENT: I HAVE DISCUSSED THE DUTIES OF THIS POSITION WITH AND HAVE PROVIDED A COPY OF THIS DUTY STATEMENT TO THE EMPLOYEE NAMED ABOVE.

Supervisor's Printed Name	Supervisor's Signature	Date
<i>Associate Deputy Director</i>		